

AMERICA'S BEST KNOWN Broadloom RUGS & CARPETING

Woven Reversible for Double Luxury, Double Wear



Woven
REVERSIBLE
... the second side
costs you nothing extra

Number 34104

Heather Tweed

No wonder Olson Tweeds have won the hearts of decorators and customers everywhere. They have a rich character not found in any other tweeds. Here is one of our loveliest, in 4 favorite colors: Sandalwood, Wood Tones, Grey and Beige. Let your old carpets, rugs, clothing help you save up to half.

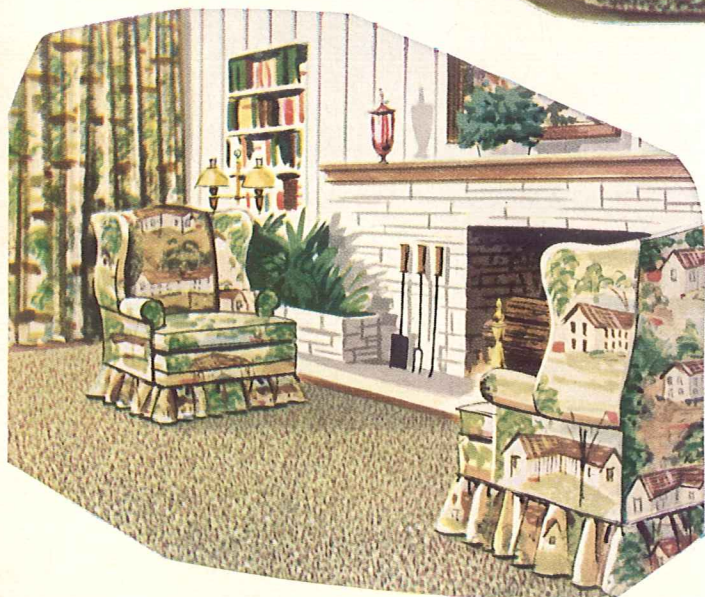
OLSON

Factory to You
Since 1874

"THEY'LL THINK YOU PAID TWICE AS MUCH!"



"I've never
seen such a rich
tweed — and it's
Reversible so we
can use Both Sides."



Number 11101

Wonderful Heather Tweed *So Rich Looking, Practical*

One of the loveliest we have ever offered and a great favorite. Picture its seamless broadloom beauty in your home. A rich, practical, exclusive Olson Tweed of four colors: Sage Green, Cinnamon Taupe, soft Grey and Beige. Thrives on family traffic—resists soil. Here's deep-textured luxury at savings up to half. Years from now, when one side is worn, you have a new rug on the other—and the second side doesn't cost one penny extra. No wonder Olson Rugs are "America's best loved floor covering." "They wear like iron."

**2 RUGS
IN ONE**
Use Both Sides

Not ordinary
3-Color Tweed, but
4-Color Tweed
Beauty possible
only the Olson Double
LOOM-WOVEN Way.

For SIZES, PRICES
See Pages 28 & 29

All Olson Rugs, Carpets Are Same Thickness, Weight, Texture, Quality



CHICAGO - NEW YORK - SAN FRANCISCO - LOS ANGELES - WASHINGTON, D.C. -

SPECIAL—To Introduce Finer Olson
Rugs, Carpeting to You, We're Giving a
50% DISCOUNT in Material
Regularly Required (See Coupon, Page 29)
—and We'll Complete Your Order With Our
NEW WOOL & Choice Carpet Yarns
At No Extra Charge — and You Can
Send Your Materials **ANY TIME**
AFTER Your New Rugs Arrive
NOW — As Little as **\$5 DOWN**
And up to **24 MONTHS** to Pay!

From Walter E. Olson

It is a pleasure to send you this latest Olson Money-Saving Catalog. Due to the high cost of quality rugs and carpets in retail stores, the economical Olson Factory-to-you Plan deserves greater consideration than ever. Only from Olson can you get the famous Olson Reversible Rugs, Carpeting.

Here is THRILLING, TIMELY ECONOMY — an easy way to SAVE UP TO 50 CENTS OF EVERY DOLLAR — a sensible plan for increasing the comfort and beauty of American homes that has won the enthusiastic approval of over FOUR MILLION CUSTOMERS, including a former "First Lady of the Land," a President's daughter, prominent club women, interior decorators, magazine editors, and millions of thrifty women from every state in the Union.

IT'S FASCINATING...TRY IT...I PROMISE A PLEASANT SURPRISE

You should try a beautiful room size Olson Rug in your home. You can order with full confidence. If not delighted, you may SEND IT BACK AT OUR EXPENSE as Guaranteed and we'll refund any money you've paid or change it for another color or size if you wish.

MOST ORDERS COMPLETED IN LESS THAN A WEEK

Within a week we can send you new Broadloom Rugs, Carpeting in hundreds of our "Popular" Sizes in any of the fashionable new colors or designs shown in this catalog. Special Sizes require a few days longer.

BEFORE YOU BUY RUGS or CARPETING ANYWHERE — AT ANY PRICE — why not let us PROVE TO YOU, AT OUR RISK, that Olson Rugs, Carpeting are one of AMERICA'S GREATEST VALUES!

All Olson Rugs in this Catalog
Are the Same Quality and the
Same Price in Size Wanted.

Sincerely yours,
OLSON RUG CO.

Walter E. Olson

Volume 168
(62-8A)

**SAVE THIS
CATALOG!**
**Show it to
your Friends.**

Remember—Because our special looms weave both sides of your Olson Reversible Rugs at the same time in one operation, you actually are paying nothing extra for the extra wearing surfaces. Two wearing surfaces for the price of One. Double the wear—luxury.

Proof that OLSON Reversible Rugs Last Twice as Long

The Pittsburgh Testing Laboratory, outstanding engineers and chemists for nearly sixty years, made these tests on a government type testing machine designed by U. S. Bureau of Standards at Washington. They chose two 9 x 12 ft. Olson Rugs about to be shipped to customers and compared them with two 9 x 12 ft. rugs bought by mail from other sources and selected because they resembled in color and pattern and were identical in price to the Olson Rugs.

PITTSBURGH TESTING LABORATORY

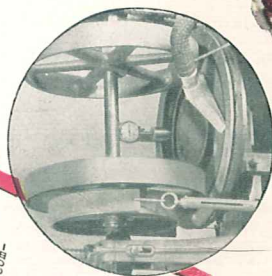
RESULTS of TESTS—

Extracts from report:

"... the wheels of the testing machine produced less wear on side of the Olson Rug than upon each of the two competitive rugs."

"... Each Olson Rug outwore two competitive rugs, as judged from appearance. The two competitive rugs were practically threadbare, whereas the Olson Rug still showed possibilities of longer life in the test."

Olson Rugs weigh one-third more than the one-sided competitive Axminster and velvet rugs of same price.



"Wear Test" machine
designed by U. S.
Bureau of Standards.

World's
Largest
Manufacturer
of Carpets
and Rugs
Dealing Direct
With the Home

Our 88th Year

OUR 88 YEAR OLD Guarantee

WE GUARANTEE complete satisfaction. Use the new rugs on your own floors—walk on them—examine them carefully—get the opinion of your friends...

If you do not think these new and finer Olson Rugs are the biggest rug value you ever had for your money, you may return them at our expense at the end of a week and we will refund any money you have paid and pay you for your materials. You cannot lose a penny.

OLSON RUG COMPANY

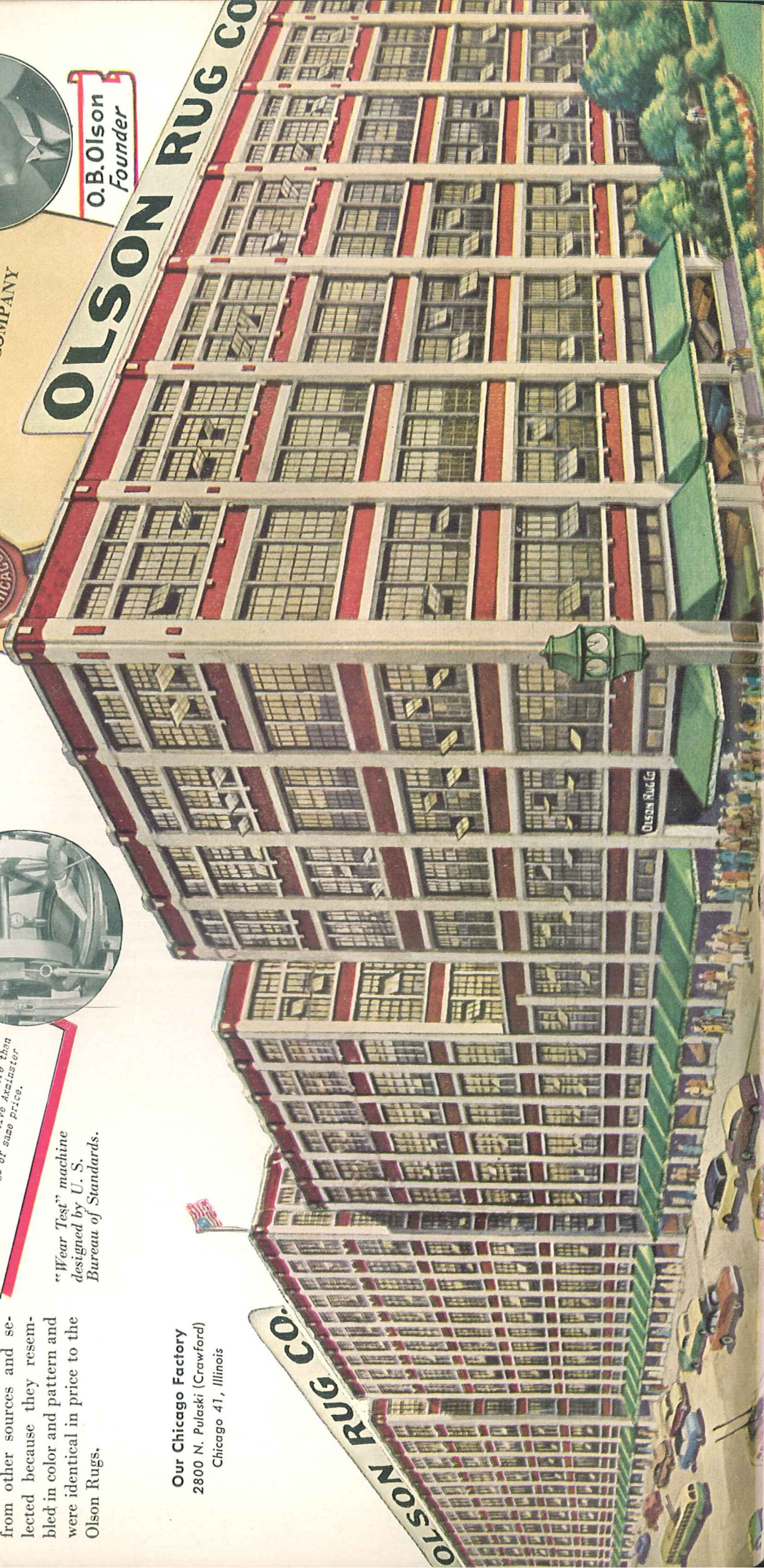


O.B. Olson
Founder

OLSON RUG CO.

Our Chicago Factory
2800 N. Pulaski (Crawford)
Chicago 41, Illinois

OLSON RUG CO.





Samples (actual size)
of Carpet Yarns pre-
pared by the Olson
Special Process.

"OLSON MAGIC"... How We Reclaim the Valuable Wools, etc., from Customers' Materials, ADD Choice New Wools, Sturdy New Carpet Yarns and Weave America's Finest REVERSIBLE Broadloom Rugs, Carpeting

WOULDNT you like to look behind the scenes of America's finest modern rug factory and see a few of the many wonders of scientific rug weaving that have thrilled our hundreds of thousands of visitors—including the Decorating Editors of practically every woman's magazine, Home Making experts from leading Radio stations, writers, textile engineers, club women, church societies, teachers, college students, etc.

I am sure that if I could conduct you in person from one end of this plant to the other, you would understand why it is possible for us to offer a new and finer type of rug direct from the Factory at savings up to 1/2.

You Could Spend Days Here inspecting over 40 acres of the most modern rug making machinery—shredding machines—carding, washing and scouring, sterilizing, pickering, bleaching machines—great steaming dye vats—row after row of looms up to 18 feet wide which for speed and efficiency have never been excelled.



Fluffy, rugged
wool that has
been reclaimed
from old
materials.

Our Process is a Natural One. For years, steel, iron, tin, glass and many other materials have been reclaimed. Everyone knows that many fine writing papers are made with discarded clothing. By the Scientific Olson Process we are able to reclaim the good seasoned wools and other materials that remain in all old rugs, carpets and clothing no matter how worn they appear.

This Is The Day of Specialists. I am sure you would marvel at the magnitude of this largest of modern rug plants with its hundreds of expert weavers, dyers, chemists,

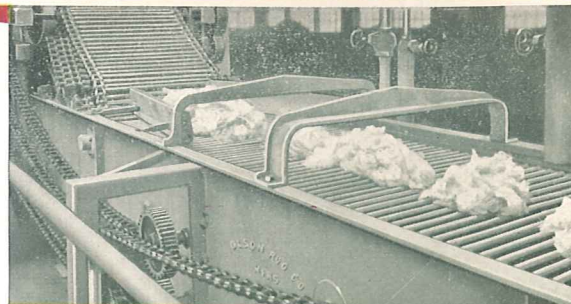
skilled artisans, engineers and specialists of all sorts, most of whom have spent a life time perfecting their departments.

By the Famous Olson Process we sort, merge and reclaim the good fibers in old carpets, rugs, clothing, blankets, etc.

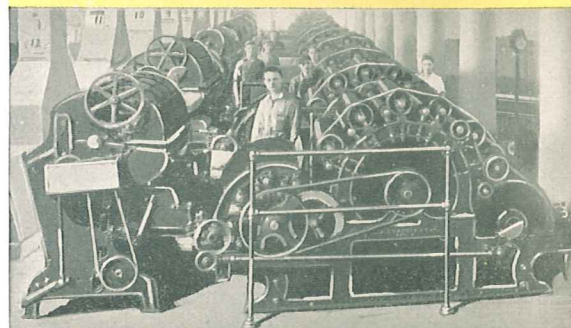
Because all used materials (millions of pounds of it) must be scientifically treated and graded by quality and color, and changed into its basic fiber state, you can readily see why we do not use the *specific* materials, sent by individual customers, in the rugs they purchase.

We thoroughly scour, shred, bleach, card and comb all the valuable reclaimed wool until it is completely sterilized and sanitary. It is further steamed and scientifically treated to give it fresh new luster and resiliency—and then combined with our choice New Wools and other sturdy New Carpet Yarns—expertly dyed with finest of dyes—and then tightly spun, wound into skeins and woven into luxurious, modern, seamless, Reversible Broadloom Rugs and Carpeting famous for long wear.

And since we weave both sides at the same time, you pay nothing extra for the second side.



Continuous washing, scouring, sterilizing,
bleaching and dyeing machine 75 feet long.

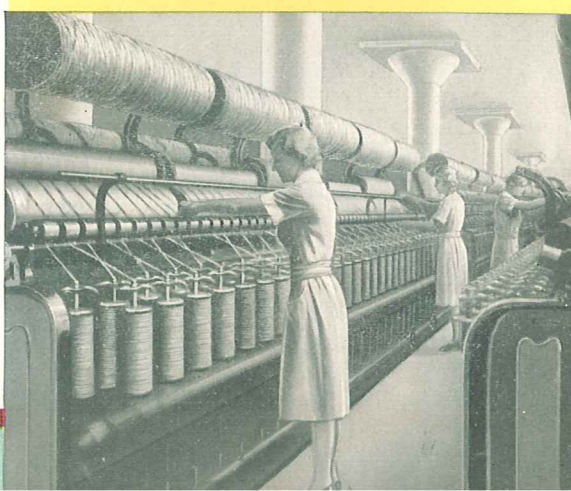


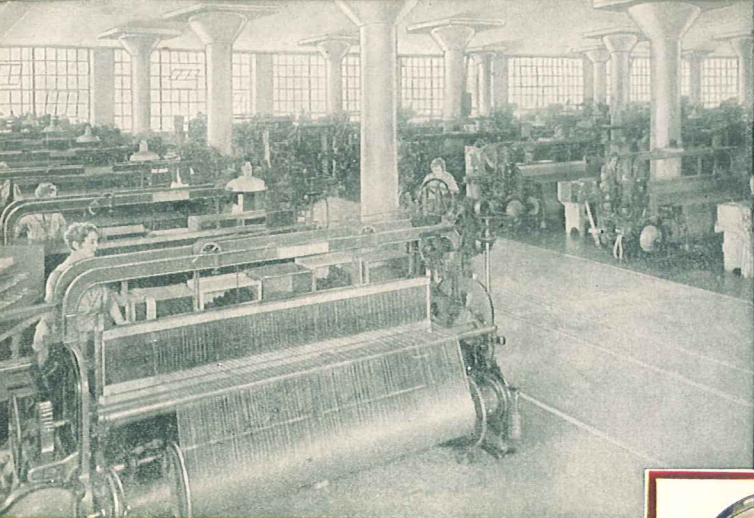
Great combing machines where the material is
carded and combed into long, fluffy strands.



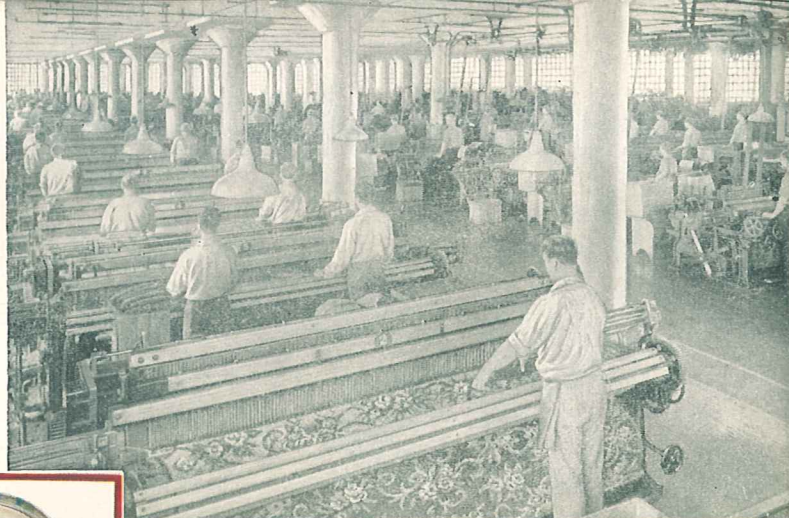
Battery of modern blending machines where materials
are automatically and carefully prepared for carding.

BELOW: Spinning and twisting the yarn.





A few of the great looms that weave the beautiful, high-pile Olson Rugs shown in this catalogue. We have developed new methods of weaving which for speed and efficiency have never been excelled.



A section of one of our extensive weaving departments. Our new looms are the finest that human ingenuity can construct. Their speed and accuracy enable us to offer you finer rugs for less money.

By Our Scientific Process of scouring, cleaning, boiling, bleaching and dyeing, the finished rug is immaculately clean, fresh, sanitary and moth proofed.

United States Textile Labeling Law Is Your Protection.

Back in the twenties, the government had its big battle against the adulterators of food and medicine. They finally put through the Pure Food and Drug Act. Today the government is protecting its citizens with the Textile Labeling Act.

The Olson Rug Co. is proud to show herewith the fiber content of the carpet yarns in your Olson Rugs. The Face on Both Sides is "Loom-Woven" of Our Special Blend of Carpet Yarns. The PILE is:

- 45% New Imported Wools
- 20% Reused Wools
- 15% New Carpet Nylon
- 15% New Avisco Rayon
- 5% Other Carpet Fibers

Other fibers, reclaimed from customers' materials, are used in the sturdy inner (center) construction.



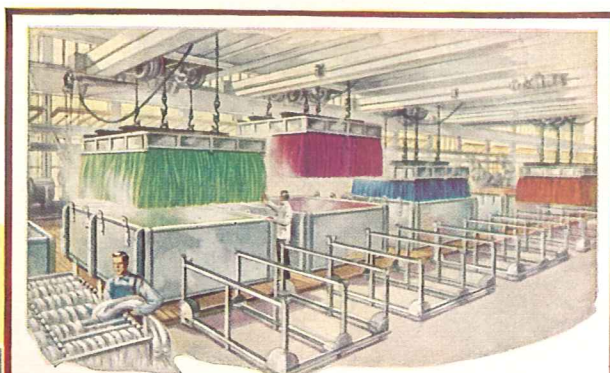
This illustration shows the 4-ply warp (4 strands) we use. Compare it with the 3-ply warp used in so many rugs.

Remember, you pay nothing extra for the second side. It's like getting an extra rug Free.

Nature's own "time-tested" Woolen Fibers comprise 65% of the soft, resilient, long-wearing pile. 45% is New, imported, long-staple Wools—20% is choicest re-used Wools, merged and reclaimed from customers' materials. This is fortified with heavy, new carpet Nylon for extra wearability, and sturdy, heavy denier, new Avisco carpet Rayon for lustrous colors. Scientifically Moth Treated.

Olson Rugs are Better Than Ever

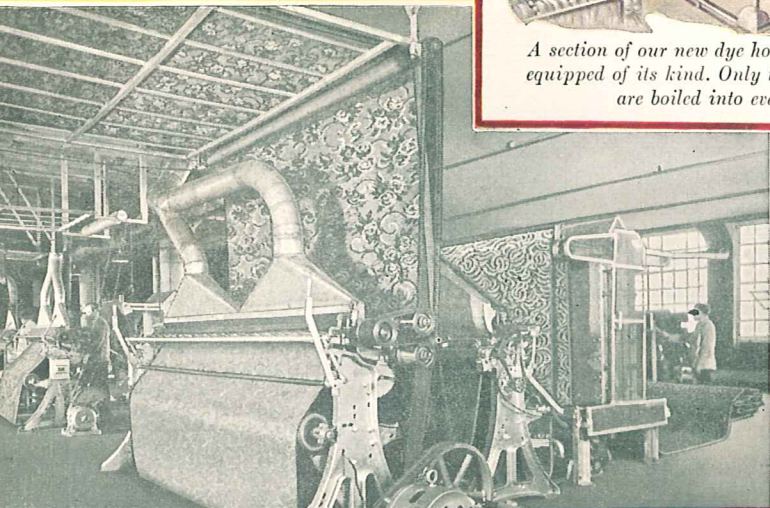
For 88 years we have stood behind "America's Best Loved Rugs, Carpets" with our written guarantee. And rest assured that the rugs you receive will wear for years and years. Many customers tell us they have rugs for 20, 30 years or more. Olson Rugs "Wear Like Iron"—and today they are better than ever. Our reputation stands behind every rug and carpet we make.



BELOW—A view of some of our large steam- and shearing machines through which all Olson Rugs must pass so that the nap on both sides is luxuriously soft and smooth.

A section of our new dye house, one of the largest and best equipped of its kind. Only the finest dyes are used, which are boiled into every particle of yarn.

A small section of our spinning division showing some of the immense machines 125 feet long, that spin the yarn into firmly twisted, high-grade rug yarn used in Olson Rugs.





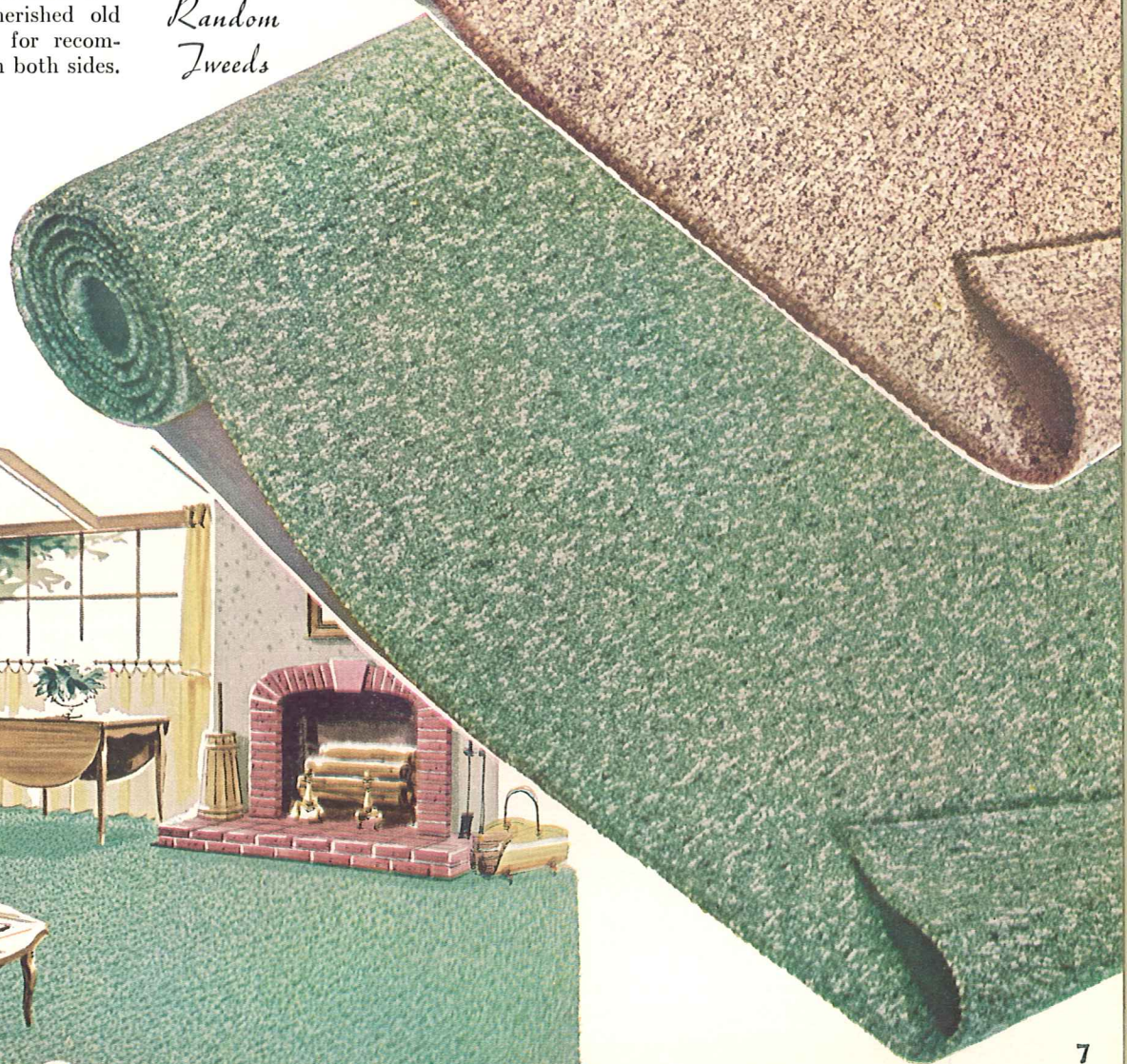
Number 3711

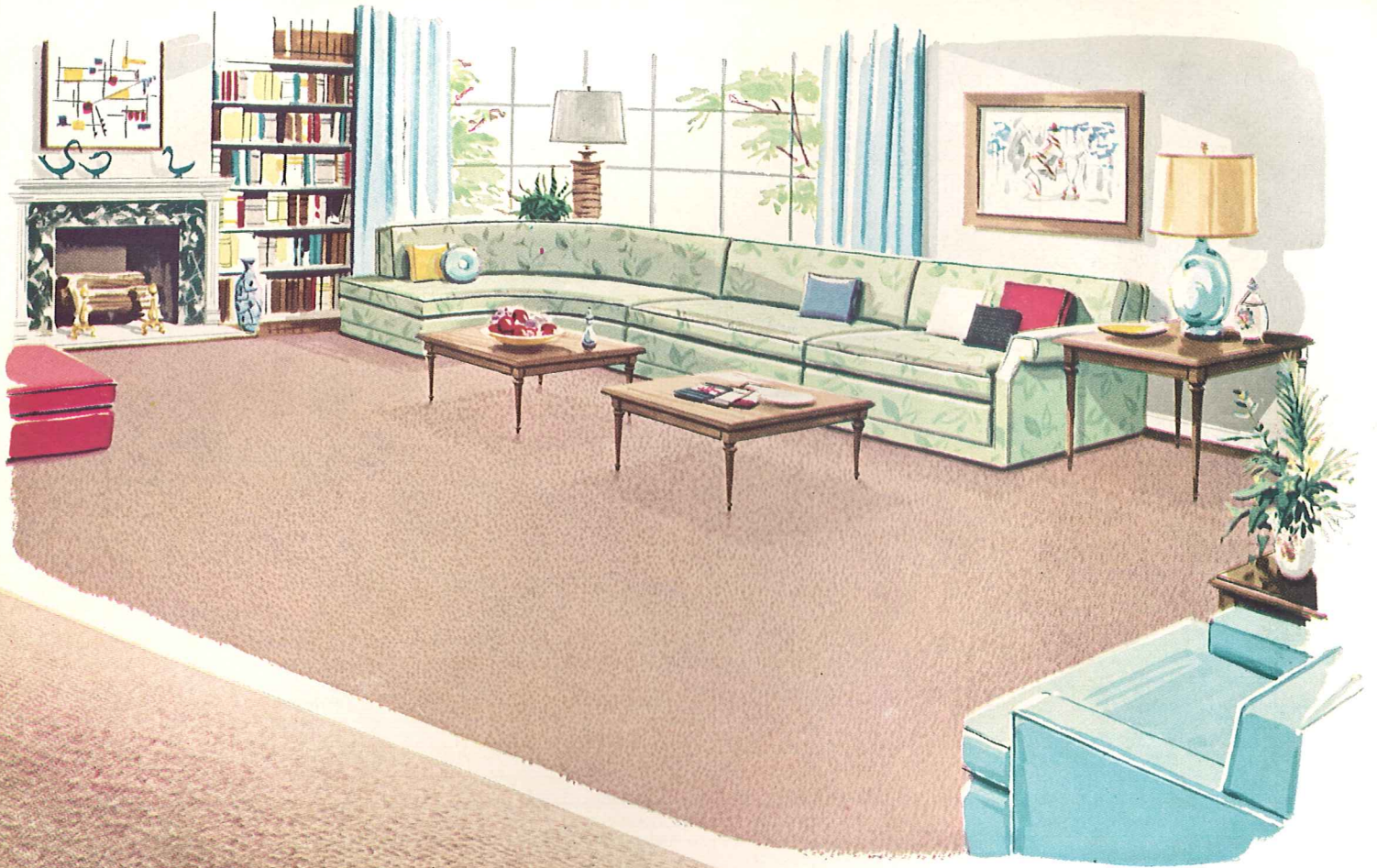
Spice Tweed. A handsome, practical background for any room. A rugged, up-to-date, new textured effect achieved with six shades of yarn: Beige and Sandalwood with accents of Off-White and deep Wood Tones. Goes beautifully with modern furnishings as well as your cherished old possessions. You'll thank us for recommending it. Same deep pile on both sides.

*Our
Exclusive
New
Random
Tweeds*

Number 4411

Green is one of the important home-furnishing colors today—and here is a lovely, soft New Green in a fascinating new Tweed effect that has won extravagant praise from decorators and customers. You'll love it. The second side costs you nothing extra.





Number 3011

Lovely Beige So Fashion-Right

For cheerful simplicity and that modern feeling, there is no more popular rug color today than lovely Beige. A light color that stands wear surprisingly well—always restful, harmonious, charming.

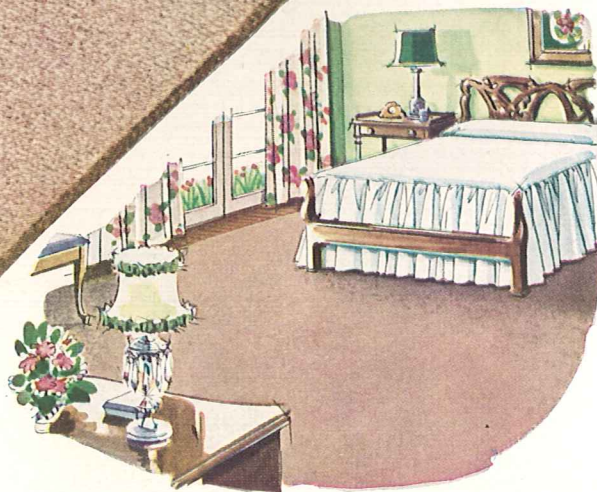
It is appropriate for any room in the home—upstairs or down. Note how agreeably the broad expanse of seamless rug harmonizes in this pleasant bedroom.

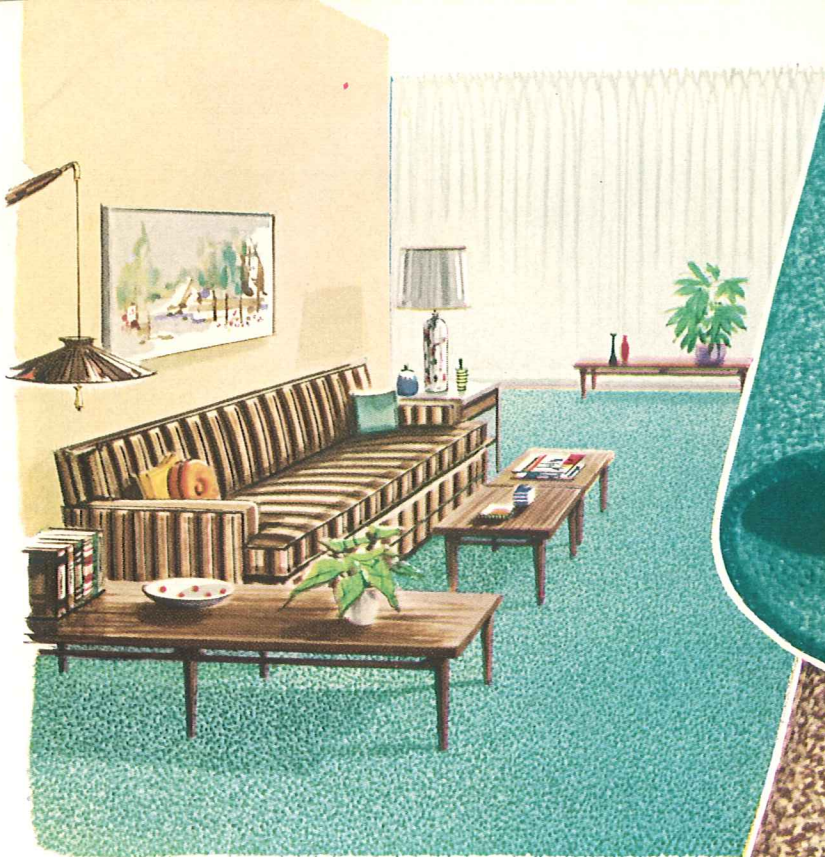
Two closely related shades give a solid color effect and add life, texture, beauty and serviceability.

Picture this attractive rug in your own home. The nap is rich, deep, long-wearing and the same on both sides. Luxuriously soft underfoot. Satisfaction guaranteed.

Remember, the second side costs you nothing extra.

**2 RUGS
IN ONE**
Use Both Sides





Turquoise New, Smart

Number 15105

IF YOU have an eye for high fashion there is deep-textured Olson Broadloom that is so new, so refreshing and so colorful it will radiate its beauty throughout your entire home. Colorful, distinctive Turquoise, harmoniously blended in two soft shades. A look of luxury at half the price you expected to pay. Send your materials and save on this charming carpet. Woven seamless and reversible.

**2 RUGS
IN ONE**
Use Both Sides



Brown, White Tweed Practical! Beautiful!

Number 68108

YOU'LL just love the rich tweed texture and the skillful blending of the White and two Brown shades. Thrives on traffic. Resists foot marks and hides soil. Wonderful deep-textured thickness cushions every step. Only Olson's Double-Loom-Woven process can produce Tweeds of such beauty and richness. Woven seamless and reversible for double wear and double luxury. And, you pay nothing extra for the second side—Like getting Two Rugs for the price of one.



**2 RUGS
IN ONE**
Use Both Sides

*NOTE:
See this Lovely
Pattern in GREY
on Page 15.*



← **Number 96196**

Pecan—the lush new color that has swept the country—and an exquisite, ultra smart design adapted from an expensive Wilton broadloom. One of the loveliest we have ever offered. We guarantee to delight you.

← **Number 48198**

Spice Beige—another very popular new color effect that goes with everything. Rich, expensive looking broadloom...unbelievable savings.

Above Rugs worn up to 16 feet wide, Any Length.





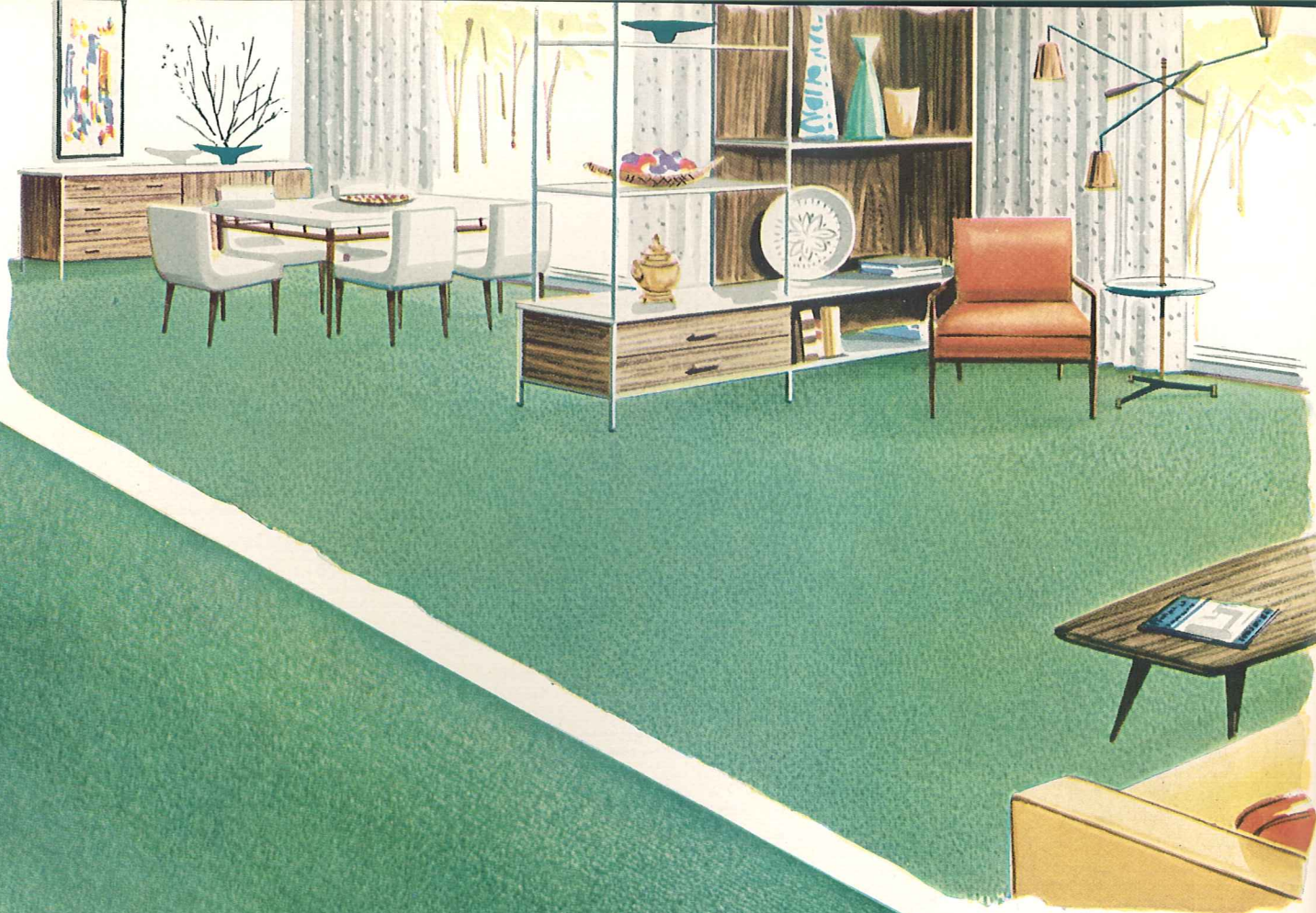
Number 9111

Sandalwood – Lovely, New, Fashionable

**2 RUGS
IN ONE**
Use Both Sides

You just know that the occupants of this attractive, restful room are people of good taste and refinement. How harmoniously the walls, drapes, furniture and rug have been brought together. No wonder leading decorators and women of taste are so enthusiastic in their endorsement of this rich, new color that will not show soil. The popular solid color effect is created by weaving together two lovely, closely related shades of Sandalwood to give added texture interest, beauty and serviceability.

Sandalwood lends itself admirably to varied furniture and color schemes.



Number 4211

Green At its Loveliest

IT is easy to understand why the popularity of Olson Reversible Broadloom rugs becomes greater each year, for no lovelier background could possibly be found for rooms of every type and period.

One of the most widely chosen colors is this practical, restful easy-to-live-with Green. Two closely related shades give a solid color effect and add life, texture, beauty and serviceability.

Note how the rug lends spaciousness to each setting. It has depth and richness of tone—a luxuriousness underfoot that is very appealing. Why not try this beautiful, Seamless, Reversible rug or wall to-wall carpeting on your own floor at our risk?

Padding of course makes all Rugs feel more luxurious. Thick Olson Padding is only 99 cents a square yard.

2 RUGS
IN ONE
Use Both Sides

You pay nothing extra for the second side. It's like getting an extra rug free.



Popular New
Heather Tweeds
Beautiful, Yet Practical

Upper Rug

Number 72102

Colorful New Tweed! A blend of four decorator colors: White, Rose, Grey and rich accents of Black. One glance tells you that here is Tweed Broadloom of richness and character. So easy to live with. Thrives on traffic. Wonderful texture resists soil, crushing, shading and footmarks. So luxurious and expensive looking. Send your material and Save.

**2 RUGS
 IN ONE**
 Use Both Sides

4-Color
 Tweed Beauty
 possible only the
 Olson Double
 Loom-Woven Way

Lower Rug →
NUMBER 53103
 ↓

Number 53103 Lower Rug

New Tweed Beauty, with the accent on luxury. Woven of four decorator tones of Golden Taupe, White, Black and Grey. Smart, up-to-date styling and rich handsome appearance. Very practical as well, for it will resist crushing, soiling, footmarks and shading. Send us your old materials and get seamless "2 in 1" Reversible Rugs at savings up to 1/2.

Remember, you pay nothing extra for the second side. It's like getting an extra rug Free.



Lovely New Floral on Fashionable Cinnamon

Number 39149

THIS graceful, new, floral-pattern will bring up-to-date charm, color and luxury to any room at a wonderful saving in money. It is hard to imagine a richer background for other furnishings.

Here is thick, deep-textured broadloom that is **WOVEN REVERSIBLE** like all Olson Rugs, with the same charming pattern and the same deep pile on both sides to give double the wear and luxury.

Order this lovely rug for your living room, dining room or bedroom. You risk nothing.

We weave this pattern in any size rug or wall-to-wall carpeting up to 16 ft. wide, seamless and any length.

The same deep nap and the same lovely pattern are woven on both sides.

*Your Old
Materials
help Save
up to ½.*

New Floral on Fashionable Grey

Number 89109 →

THIS lovely, colorful, new floral pattern is charmingly set off by the soft warm field of Grey, so popular today. A rug that will bring up-to-date beauty and character to any room at small cost and be an ideal background for other furnishings.

Here is a serviceable rug that will stand a lot of wear without showing soil or footmarks. A luxuriously soft, seamless, two-sided broadloom rug that will give double luxury underfoot and double your money's worth. Send your materials. You risk nothing. We Guarantee to please.



Woven Seamless up to 16 feet wide, Any Length. Same Lovely Pattern on Both Sides.

Number 94184

Beauty in Grey

*To Lend Elegance and
Charm to Any Home*

EXQUISITE new carpet motif, inspired by our design stylists to bring to your home decorating splendor you'd never think possible for so little money.

The graceful, "free-flowing" design represents the newest fashion trend in carpet. It is developed by the discreet use of five, soft, refreshing shades of Grey. As practical as it is beautiful.

Get decorator-styled, high fashion, seamless and reversible broadloom rugs or carpets like this, for half the money you expected to pay.

Up to 16 ft. wide, any length.

NOTE: This same lovely design is shown in Pecan and in Beige on Page 10

For SIZES, PRICES
See Pages 28 & 29

Customers can order any lovely Olson Rugs pictured in this catalog regardless of the kind or color of materials sent.

2 RUGS
IN ONE
Use Both Sides

The Lovely New Blue Charming! Practical!

Number 1311

DECORATORS' are recommending Blue . . . and here is one of the prettiest. Woven seamless in two closely related, beautiful shades of Blue to give a solid color effect, and to add life, texture, beauty and serviceability.

Here is reversible Broadloom carpet that will surely bring refreshing charm and graciousness to any room at a wonderful saving. Rich beauty that will last and last and last. We guarantee to please.

Olson Rugs, Carpets Finer Than Ever!

There is 33 to 50 per cent MORE YARN in Olson Rugs or Carpeting than ordinary one-sided store rugs or carpets anywhere near our low prices.

NOW—Every Olson Rug and Carpeting
is Scientifically **MOTH-PROOFED**

Padding of course makes all Rugs feel more luxurious. Thick Olson Padding is only 99 cents a square yard.



Number 8811

Grey

A Great Favorite

GREY is the smart color so highly favored by fashion-wise homemakers and featured in leading magazines. Two closely related shades of lovely, warm Grey give a solid color effect and add life, interest, beauty and serviceability to the rug.

You will be pleased the way this neutral color adapts itself to all styles of furnishings.

Your Old Materials help Save up to 1/2-and you pay nothing extra for the second side. It's like getting an extra rug Free.

**2 RUGS
IN ONE**
Use Both Sides

All Olson Rugs and Carpeting are the Same in Thickness, Weight, Texture and Quality...in Size Wanted.



Red—Rich, Modern!

Number 2511

THIS is an age of color. Never before have homes been so colorful, so appealing. Hand in hand with the growing vogue for new color beauty has come an increased appreciation for reds.

As our contribution to this style trend, we offer the exquisite seamless, reversible, broadloom rug shown here. It is a rich blend of two lovely, closely related shades to give a solid color effect and add life, texture, beauty and serviceability. And it's reversible.

Why not order one of these distinguished looking rugs for your living room, dining room, halls, stairs, any room? A rug that will stand a lot of wear without showing soil. Satisfaction Guaranteed.

Remember, you pay nothing extra for the second side. It's like getting an extra rug Free.

Golden Tweed
NUMBER 5611



Number 5611

Golden Tweed. Here is the new Golden Tweed so many decorators are using today. This beautiful Olson Broadloom, richly and tastefully accented with yarns in the most popular Wood-Tones will transform dull rooms into lovely, sunny, up-to-date settings.

**2 RUGS
IN ONE**
Use Both Sides

Number 16126

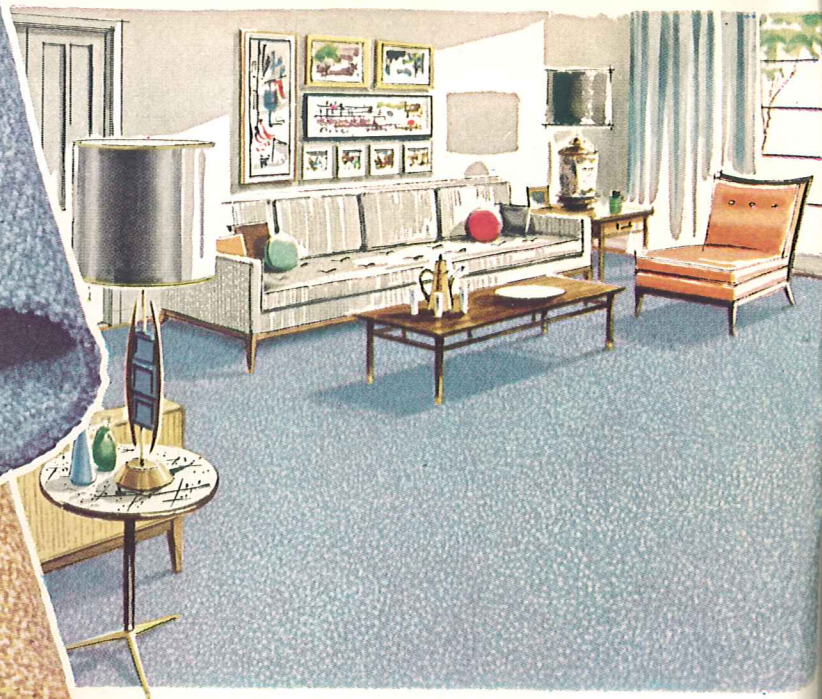
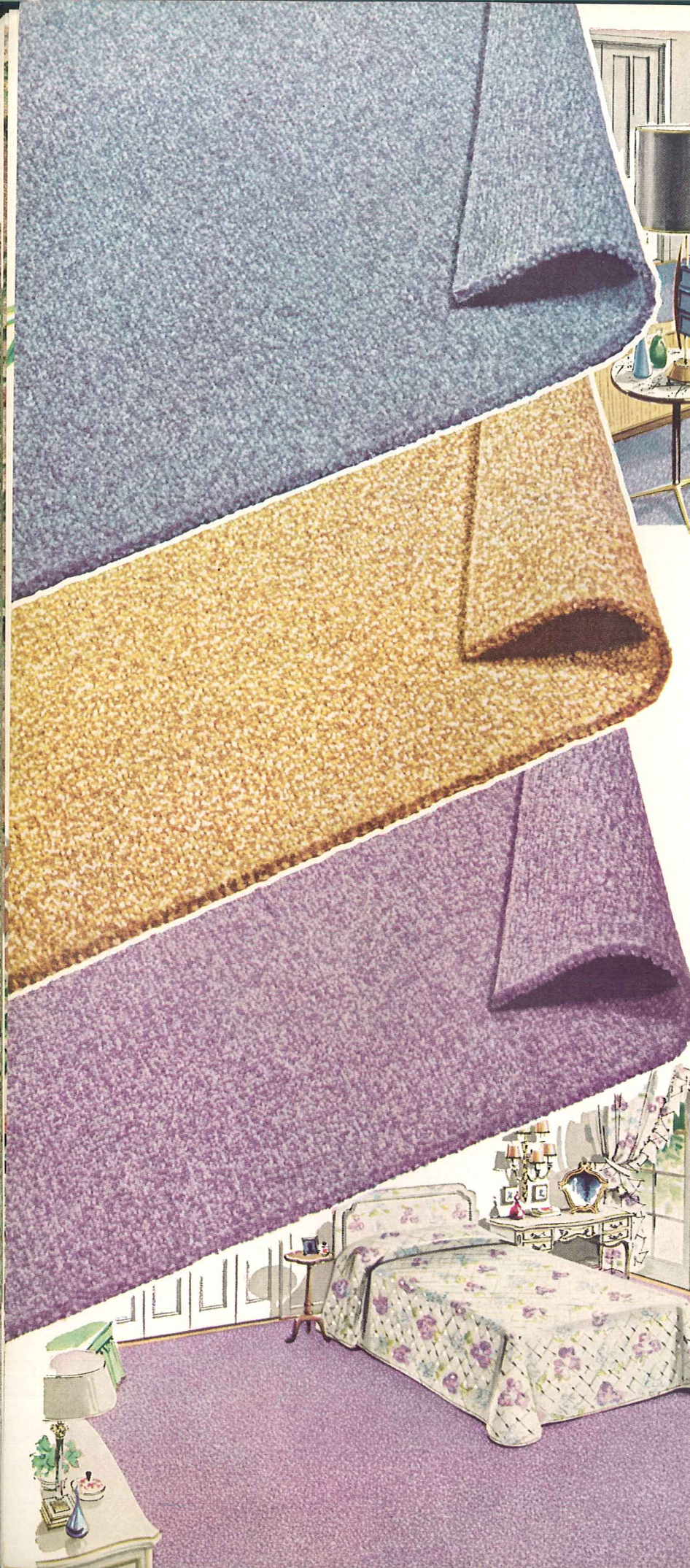
Sandalwood-Beige. You'll beam with pride the minute this expensive-looking carpet is on your floors. The exquisite, new design represents the latest fashion trend in fine broadloom.



*Woven
Seamless and
Reversible.*

*Padding of course makes all
Rugs feel more luxurious.
Thick Olson Padding is only
99 cents a square yard.*





Only Olson's Double-Loom-Woven process can produce Texture Effects of such beauty and richness.

Number 1111

The Enchanting New BLUE. Blues have come into their own again. And here is one of today's loveliest new shades—gay, charming, light-hearted—that lends itself to a host of fresh new color schemes. Don't be afraid to use this practical Grey-Blue rug in any room. Two closely related shades of yarn give it a richly textured effect, designed to hide soil and footmarks. The same deep, luxurious pile on both sides for double wear.

Number 5111

Light Golden Tweed. This gay, cheerful new Olson Tweed Broadloom will transform dull rooms into lovely, sunny, up-to-date settings. Expensive looking in every detail, except price. Three shades of yarn are used:—Citron, Lemon Peel and Off-White. There is a luxurious beauty about Olson Reversible Rugs that give no hint of their modest cost.

Number 4911

The New PURPLE — lovely, dramatic, smartly modern. Purple is back with overwhelming popularity. But it is used with a light-heartedness that gets away from the heaviness of past eras. It is a wonderfully flexible color with unlimited contrast possibilities. Let the new Purple bring decorative "Magic" to your home. Charming with contemporary furnishings—handsome with antiques. No wonder this gay, new, Lavender-Purple has become a favorite over night. And where else can you get so much carpet luxury at such a big saving? Reversible, Seamless.

Padding of course makes all Rugs feel more luxurious. Thick Olson Padding is only 99 cents a square yard.

Number 3211

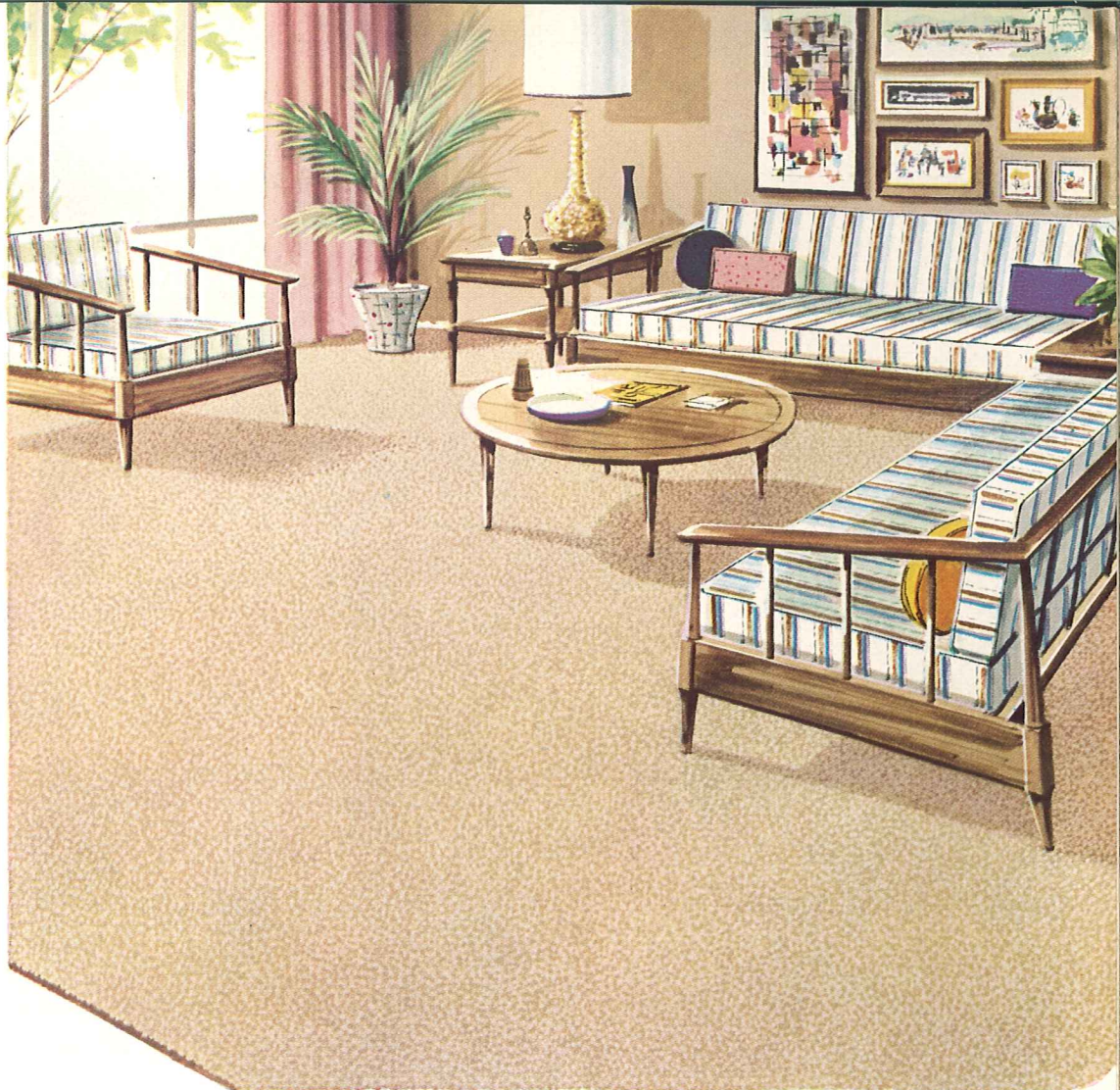
The Fashionable New Light Beige

No wonder Beige is all the rage. Goes with everything. The popular solid color effect is created by two closely related light shades of lovely, mellow Beige yarn that give added life, texture interest, beauty. You will be delighted the way light Beige sets off your furnishings and adapts itself to endless decorating schemes.

This seamless "2 in 1" Olson Reversible Broadloom brings up-to-date charm to any room. The same deep, luxurious pile on both sides for twice the wear, double the luxury. Send your materials. You risk nothing by a trial.

**2 RUGS
IN ONE**
Use Both Sides

Remember, you pay nothing extra for the second side. It's like getting an extra rug Free.



We Eliminate the Wasted Yardage Others Must Charge For!

Only Olson has Looms
in 19 Widths to Weave
Broadloom Rugs, Carpets
up to 18 feet Wide ^{Any} Length

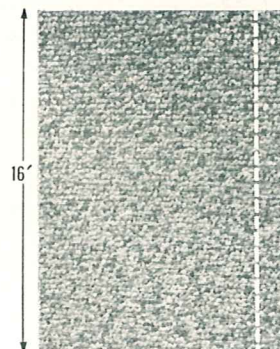
Without Waste
and Without
Seams

18 Feet Wide
17 Feet Wide
16 Feet Wide
15 Feet Wide
14 Feet Wide
13 Feet Wide
12 Feet Wide
11 Feet Wide
10 Feet Wide
9 Feet Wide
8 Feet Wide
7 Feet Wide
6 Feet Wide
5 Feet Wide
4 Feet Wide
3 Feet Wide
30 Ins. Wide
27 Ins. Wide
22 Ins. Wide

An Example
of How Olson Saves
You the Big Expense
of Wasted Yardage:

Suppose you want a rug 10 feet wide by 16 feet long. In retail stores, the 10 foot width must be cut down from a 12 foot width—and you pay for the waste-strip 2 feet wide by 16 feet long, which amounts to $3\frac{1}{2}$ square yards.

When you order from Olson, you do not pay for this waste. 19



To get 10 feet in stores
You Must Pay for 12 ft. Width

Retail Stores
Have Only 3 Widths:
9, 12 and 15 feet—And
You Pay For Wasted Yardage.

Because we have looms in 19 different widths, to weave seamless rugs and carpets from 18 feet wide down to 22 inches wide, we eliminate all wasted yardage on hundreds of "Popular" Olson size rugs.

BROADLOOM:— Any Rug or Carpet Woven Without Seams on a Wide Loom

"..After 10 years of very, very hard service, the two rugs I have of yours still won't wear out. I have two big playful dogs who certainly deal out punishment to floor coverings, and I am astonished at the way your rugs hold up."

—Mrs. B.F.K.,
Oklahoma City,
Okla.



"Exactly As Pictured in Catalog"

"... We ordered our first Olson Rug a year ago and it is still like new... the colors are exactly as pictured in your catalog. We like our rug very much."—Mrs. R.N.H., Kokomo, Ind.

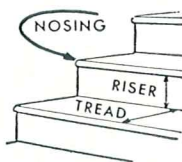
"Exceeded My Expectations"

"... It is a beautiful color... heavy texture and looks expensive, far better than I could buy in any store for what it cost me."

—Mrs. E.A.,
Azusa, Cal.

Stair Carpet... How to Measure

You can order stair carpet in any color or pattern shown in catalog. See price list on Page 29



For straight stairways, measure depth of tread and height of riser including nosing; add together and multiply by number of steps, plus 9 inches. These extra inches should be tucked under the first riser so that from time to time the carpet can be shifted to distribute wear.

Carpet shown is No. 72102 described on page 13



Number 2611

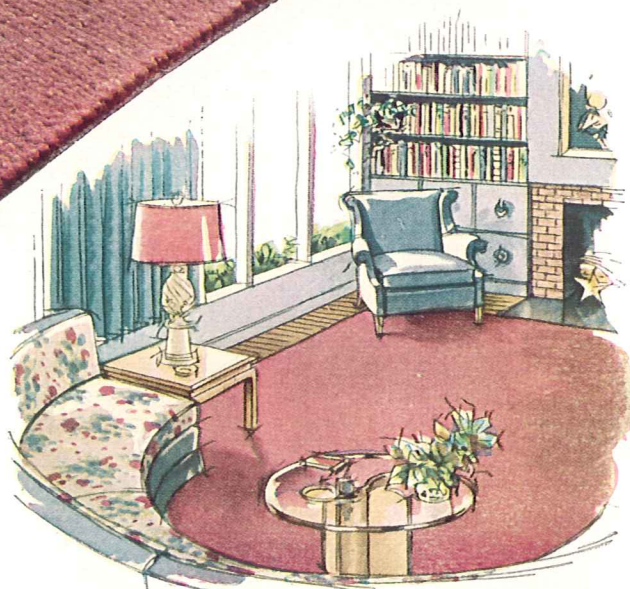
A Pastel Rose for up-to-date Beauty

HERE is the delightful new rug color that has won such spectacular popularity with exclusive decorators and fashionable homemakers everywhere. It is hard to imagine a lovelier background for other furnishings regardless of period or style. A smart, up-to-date pastel color that is practical, restful and easy to live with in any room.

It has richness of character and an expensive looking twist weave texture effect that is very appealing.

Look at the long list of sizes we'll make—many sizes you can't get elsewhere. Why pay high retail prices when you can save up to half and have finer Broadloom rugs, woven Reversible, by ordering direct from the Olson Factory?

Padding of course makes all Rugs feel more luxurious. Thick Olson Padding is only 99 cents a square yard.



You pay nothing extra for the second side. It's like getting an extra rug free.

Two closely related shades of Pastel Rose give a solid color effect and add life, texture, beauty, serviceability.



Number 89109 Oval

Reversible

YOU MAY ORDER ROOM-SIZE OVAL RUGS

in Any Color, Tweed or Design on Any Page in
This Catalog — In the 9 Sizes Listed Below

*There is Great Charm in Large Oval Rugs.
Try Them in One or More Rooms in Your Home*

OVAL RUGS

OVAL SIZES	MATERIAL (Pounds) With Coupon	PRICE
30x45 inch . . . 4	2 lbs. . . .	\$ 8.34
34x57 " . . . 6	3 "	12.28
39x66 " . . . 8	4 "	17.19
41/4x7 feet . . . 12	6 "	30.39
61/4x91/4 feet . . 22	11 "	51.62
81/4x101/4 " . . 32	16 "	74.89
91/4x121/4 " . . 44	22 "	99.76
101/4x151/4 " . . 60	30 "	141.67
121/4x151/4 " . . 70	35 "	169.73

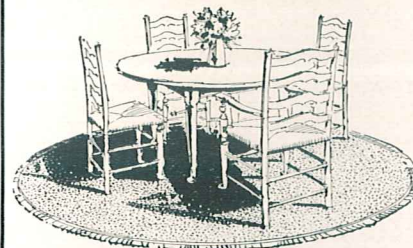
Every Oval Reversible,
Richly fringed.

When ordering Oval Rugs, write the Catalog rug "Number" as shown on the page where the Color, Tweed or Design you want is illustrated. Give the Oval size you wish as shown here. After the Rug "Number" write the word "Oval."

**2 RUGS
IN ONE**
Use Both Sides

*You get Two wearing surfaces
for the price of one.*

ROUND RUGS

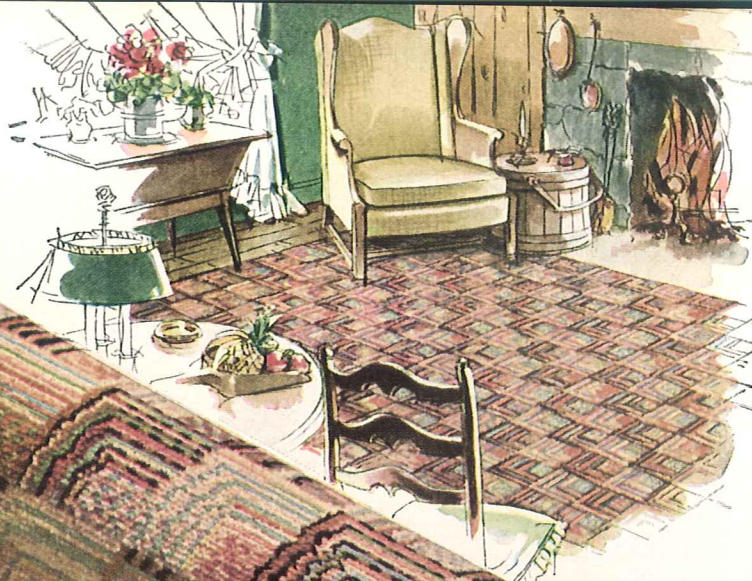


You can order Round Rugs in the following 10 sizes and in any Color, Tweed or Design in this catalog. Write the word "Round" after the rug "Number."

ROUND SIZES	MATERIAL (Pounds) With Coupon	PRICE
31/4 ft. . . . 4	2 lbs. . . .	\$ 9.42
41/4 " . . . 6	3 "	15.69
51/4 " . . . 12	6 "	24.30
61/4 " . . . 16	8 "	34.39
71/4 " . . . 22	11 "	46.16
81/4 " . . . 28	14 "	60.58
91/4 " . . . 32	16 "	76.28
101/4 " . . . 40	20 "	94.56
111/4 " . . . 50	25 "	114.42
121/4 " . . . 58	29 "	135.87

Reversible, richly fringed.

The same deep nap and
the same lovely pattern are
woven on both sides.



Number 91151

A Great Favorite Colorful, All-Purpose Rug

THIS delightful Early American pattern with its exquisite blend of colors gives an effect so fresh and appealing that we feel you, too, will find it irresistible. Customers everywhere are enthusiastic in their praise of this unusual and wholly charming rug. A great variety of colors make it equally at home in an Early American setting as well as rooms of mixed periods. Here's a sure tonic for that tired room, for nothing is more truly modern today than Early American.

We are quite sure you have never walked on softer, more luxurious-feeling rugs, regardless of price. Why pay store prices when you can save so much and get better rugs from the Olson Factory. Every rug is backed by our guarantee of satisfaction or money back.

Woven Seamless up to 16 feet wide,
Any Length.

Remember, you pay nothing extra for the second side. It's like getting an extra rug Free.

Customers can order any lovely Olson Rugs pictured in this catalog regardless of the kind or color of materials sent.

**2 RUGS
IN ONE**
Use Both Sides

Number 95155

A "Colonial" of Exquisite Beauty

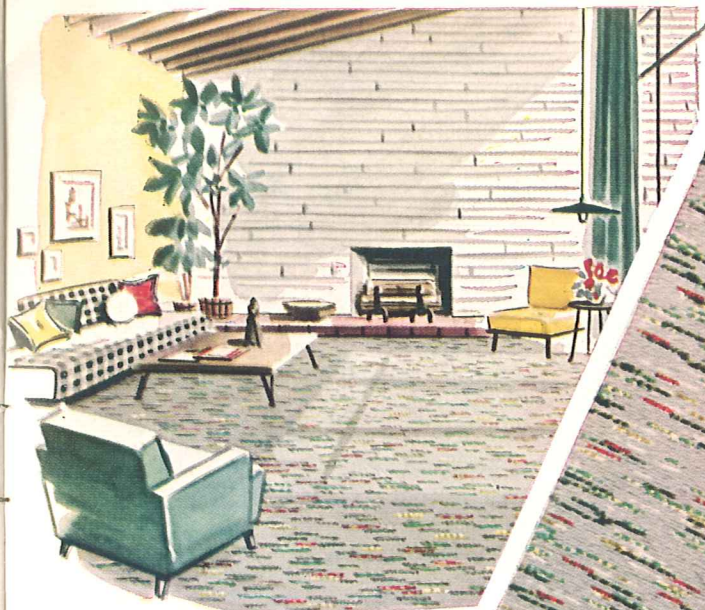
ONE of the loveliest rugs we have ever offered. You will be delighted with the interest it brings to any room. A sure cure for monotony. It affords an endless variety of decorating possibilities.

This delightful Colonial pattern, with its exquisite blend of 15 colors is equally at home in an Early American setting as well as rooms of mixed periods. A luxuriously soft, seamless, two-sided broadloom rug that will give double luxury underfoot and double your money's worth.

Why pay store prices when you can save up to half by ordering Reversible rugs or carpeting from the Olson Factory? You risk nothing by a trial. We guarantee to please you.

Woven Seamless
Up to 16 Feet
Wide, Any Length

The same deep nap and
the same lovely pattern
woven on Both Sides
for Double Luxury and
Double Wear



Number 87137

Fiesta Casuals

*You, too, will say, "They're Lovely—
Just What I'm Looking For"*

THESE smart, new, color-flecked all-purpose broadloom rugs give an effect so fresh, so appealing, that you will find them irresistible.

They have charm, character and interesting texture effect that make them ideal for today's friendly, informal mode of living. Whether your home is Colonial, Modern, Ranch type, or any style, you will find it easy to create rooms of distinction with these charming rugs. No wonder decorating editors are enthusiastic in their praise.

*Easy Monthly
Payments
if you wish.*

**2 RUGS
IN ONE**
Use Both Sides

*Woven Seamless
and Reversible*

Number 29129

Taupe field

"Every Rug is an Olson"



*This lovely home in Coral Gables, Florida,
is Olson Carpeted throughout.*

"... I just had to let you know how much I like my new Olson Rug. It is so beautiful and looks like it will wear forever"

Mrs. L. B., Bakersfield, California

"... Everyone is surprised at the low cost of such a fine rug."

Mrs. R. L. W., DeSoto, Missouri.

"Over forty years ago I first became acquainted with Olson Rugs when my parents ordered several for our home in western Pennsylvania. Since I remembered how they stood up under the rough treatment given them by 4 children in extremes of weather, I naturally furnished my own home in Miami with them after my marriage. We also used them in rental property.

"Five years ago we built a larger home in Coral Gables, a Miami Suburb famous for beautiful homes. I am proud to say that every rug in our house is an Olson and I am often complimented on the color and quality of our rugs, even though they are constantly 'put to the test' by our sixteen year old son and his friends."

—Mrs. L. F. H., Coral Gables, Florida

"They Are Beautiful"

"... My family and I are delighted with our rugs. They are beautiful, to say the least. About 35 years ago I had several Olson Rugs, some of which were sent in my bundle to you. That tells the life of an Olson Rug..."

—Mrs. H.H.G., Lincoln, Nebr.

Our Customers Requested This Quicker, Easier Way to Get Olson Rugs!

Order Now! You Can Send Your Materials Any Time AFTER Your New Rugs Are On Your Floors!

WITHOUT EXTRA CHARGE...

... We'll Complete Your Order At Once With Our Choice Carpet Yarns, which are expertly blended with the finest NEW WOOLS . . .

... and Guaranteed to be the same high quality that has made Olson Rugs famous for beauty and wear.

Pay only the low prices on page 29.

Then, after your new rugs are on your floors, you can at any time within 2 years, send your materials at our expense. The 50% discount of materials is still yours.

THIS MEANS — you can enjoy your new Olson rugs right away whether you have enough materials at this time or none at all.

THIS MEANS — you risk none of your materials before seeing your new rugs.

THIS MEANS — no bare floors while waiting for your new rugs. You move furniture only once.

You will have all the time you need to conveniently accumulate your materials.

We Guarantee Complete Satisfaction or Your Money Back.

**Whenever You Ship Your Materials,
It Does Not Matter Whether You Send . . .**

- ★ ALL OLD CARPETS and RUGS, or . . .
- ★ ALL OLD CLOTHING, or . . .
- ★ SOME OF EACH — ANY COLORS

Old Clothing and Other Materials You May Send:

Sweaters	Skirts	Shirts	Overcoats
Coats	Blankets	Sheets	Bed Spreads
Suits	Dresses	Draperies	Pillow Cases

Only the woolens are used in the face of the rug. The best of the cotton and other fibers are used separately to make the strong inner construction.

By Our Scientific Process of shredding, cleaning, scouring, steaming, boiling and bleaching, the reclaimed fibers are immaculately clean, fresh, sanitary and moth-proofed.

Choice New Wools — New Carpet Yarns . . . in generous amounts are used for the pile on both sides of all Olson Rugs and Carpeting without extra charge in addition to the valuable Wools expertly reclaimed from customers' merged materials, so that we can guarantee every Olson Rug or Carpet will be the same high standard of quality that has built this 88 year old institution. Only from the Olson Rug Co. can you get these famous *Reversible "Two-in-One" Rugs.*

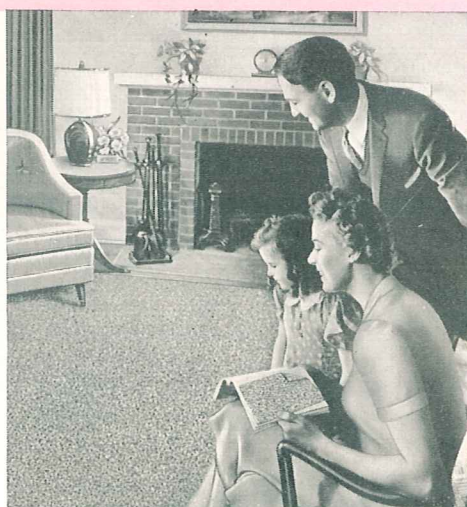
A Material Credit Certificate will be mailed to you for any surplus pounds, which you or your friends can apply on future orders.

We Do Not Buy Old Materials

One! Two! Three! and it's Done!



1 From this complete rug catalog it is easy to choose the right Color, Pattern and Size. Let the family help. Mail your order—We do the rest!



2

A Week or two later your new Rugs can be on your floors. Your money back if you don't say "The loveliest rugs I ever had for so little cost." *You Risk Nothing!*

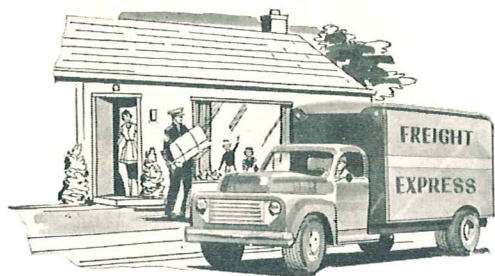


3 Fold over and roll up your materials (no need to wrap) — *Phone* your Freight or Express man to call at your home.

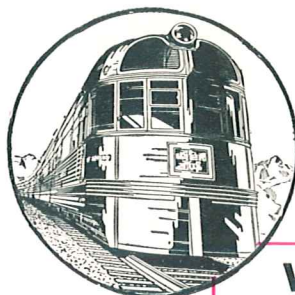
Whenever Convenient,
Ship Your Materials
at Our Expense

Ship Your Materials at Our Expense

Any Time After Your New Rugs Arrive — or When You Order



If you want new rugs now but you lack enough material, or have none at this time — or you prefer to ship later — don't let that stop you from enjoying beautiful new Rugs right away. Order Now — and we will ship your rugs at once. You have all the time you need to gather your materials.



We'll complete your order with our Choice Prepared Carpet Yarns — and Without Extra Charge.

It's Easy to Ship Your Material

FOLD ALL the old carpets, rugs and clothing just as they are (without wrapping)—tie securely with ordinary rope, cord or wire—attach our shipping tag and...



IF Material Weighs over 45 pounds SHIP BY **FREIGHT** (Rail or Truck)

Phone any Railroad FREIGHT depot to call at your door—**OR**—Ship by a "Motor Freight" company. (See listing under "Motor Freight" or "Motor Trucking" in yellow pages of your phone book.)

Only use trucking companies that make delivery to either Chicago, New York, Los Angeles or San Francisco

Do not use any company that does only local cartage, van or moving.

Tell the man it's not "Household Goods" but for "conversion purposes."

IF there is No Home Pick-Up in Your Town or you live outside the city, take material to the Railroad Freight depot, or the cross country "Motor Freight" office.

IF Material Weighs 20 to 45 pounds ... SHIP BY **EXPRESS**

PHONE your "Railway Express Agency" to call at your door if you live in town. Use our Tag.

IF BUNDLE IS UNDER 20 POUNDS

Mail your order Now, but Hold your materials and... — We'll Lend You Our Materials Without Charge — and You can hold your materials until you have accumulated enough for another rug order, at which time you can send it all at our expense.

Customers pay the small shipping charges on finished rugs.

WHERE TO SHIP

If You Live in One of These States
Ship material to us at CHICAGO
2800 N. Pulaski, Chicago, Ill.

Alabama	Michigan	Ohio
Arkansas	Minnesota	Oklahoma
Colorado	Mississippi	Pennsylvania
Florida	Missouri	(not Philadelphia)
Georgia	Montana	South Carolina
Illinois	Nebraska	South Dakota
Indiana	New Mexico	Tennessee
Iowa	New York	Texas
Kansas	(not N.Y. City or Long Island)	Virginia
Kentucky	North Carolina	West Virginia
Louisiana	North Dakota	Wisconsin
Maryland	(not Baltimore)	Wyoming

If You Live in One of These States
Ship material to us at NEW YORK
c/o Bush Terminal, Brooklyn, N. Y.

Connecticut	New Hampshire	(Philadelphia)
(Baltimore)	New York City	Rhode Island
Delaware	& Long Island	Vermont
Maine	New Jersey	Washington, DC
Massachusetts		

If You Live in One of These States
Ship material to us at San FRANCISCO
c/o Haslett Terminal, 650 Beach St.

Arizona	Idaho	Oregon	Washington
California (Northern)	Nevada	Utah	

If You Live in SOUTHERN CALIFORNIA
Ship material to us at LOS ANGELES
c/o Pacific Commercial Terminal,
923 E. Third St.

IF YOU ARE IN AN EXTRA HURRY

Mail Your Check with Your Order as full payment, or if ordering on Easy Terms, your check for the Down Payment. If not, you can remit later when we notify you your rugs or carpets are ready.

HOW TO SEND MONEY

Mail Personal Check, Postal or Express Money Order, Bank Draft. Do NOT put it in Bundle of Old Material.

SIZES FOR EVERY ROOM

THE ADVANTAGES OF ORDERING FROM THESE

1. Most Popular Olson Sizes—America's Largest List

ONLY OLSON has Special Looms that weave Rugs, Carpets in these **19 WIDTHS.** →

**WITHOUT WASTE
WITHOUT SEAMS
ANY LENGTH**

Olson customers do not pay for wasted yardage others must pay for when buying **STORE RUGS, CARPETS**, which must all be **CUT** from only 3 widths: 9 feet, 12 feet, 15 feet.

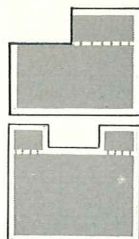
18 Feet Wide
17 Feet Wide
16 Feet Wide
15 Feet Wide
14 Feet Wide
13 Feet Wide
12 Feet Wide
11 Feet Wide
10 Feet Wide
9 Feet Wide
8 Feet Wide
7 Feet Wide
6 Feet Wide
5 Feet Wide
4 Feet Wide
3 Feet Wide
30 Ins. Wide
27 Ins. Wide
22 Ins. Wide

No Matter What Your Rooms Measure, you can order a Reversible Rug in one of our 193 "Popular Sizes" that will look proper in any room and need never be more than 6 inches (usually less) from the walls, thus giving you the "look" of wall-to-wall without the laying expense.

You can save money and your rugs can be on their way to your home in less than a week.

It Will Be Interesting to lay a string or clothes-line on the floor and see what size you like best in your room.

2. Suggestion. In rooms with fireplaces, floor registers, offsets, window nooks, etc., a large rug may be used to cover the greater portion of the floor, with smaller rugs for the side or end spaces. In this way, you get full benefit of *Reversible Rugs* that may be turned **FOUR** ways to distribute the wear.



WHY Most Olson Customers Prefer **RUGS** That Are **Reversible** Instead of Permanently Installed, Tacked Down Wall-to-Wall Carpet

★ One of the beautiful things about Olson **Reversible RUGS** is that the wear can be reduced in traffic areas by turning the **RUG** around—and then, years later, the **RUG** may be turned over—and after more years it may again be turned around, thus increasing the life of the rug many times over a wall-to-wall carpet.

★ Permanently installed **WALL-TO-WALL** Carpeting requires that you order carpet an extra 2 to 4 inches in width and 2 to 4 inches in length for turn under at the walls and to go thru doorways. In a room 12 x 18 ft. you must order a 13 x 19 ft. carpet for wall-to-wall installed; and this amounts to 31 extra sq. ft. (3½ sq. yds.) extra carpeting.

★ The **Cost** of having wall-to-wall carpeting installed (cut, stretched and tacked down over padding) by a carpet layer is more than most people realize.

Satisfaction as Guaranteed or Your Money Back

3. Special Sizes Give Actual Size of CARPET Wanted

Please remember that all rugs woven with Wool breathe—and a slight variation in size of 1% (an inch or so) may occur due to atmospheric conditions.

Special Widths or Lengths take the price of the next larger "Popular" Width or "Popular" Length and require about a week longer than regular sizes.

Examples: If you wish to order:

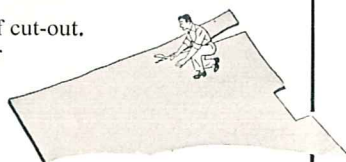
Size 10 ft. **5 in.** x 15 ft.—Same price as 11 x 15 ft.

Size 10 ft. x 15 ft. **8 in.**—Same price as 10 x 16 ft.

Size 10 ft. **3 in.** x 15 ft. **7 in.**—Same price as 11 x 16 ft.

4. Simple Cut-Outs—Send Sketch

Give dimensions and location of cut-out. We will make any Olson Rug or Carpet to fit around a fireplace, chimney, jog, bay window, etc., for only 75 cents per foot of cutting and finishing.



\$3 Minimum charge for Cut-Outs Under 4 feet

INDIVIDUAL STAIR PADS to cover tread and nosing are available for 22, 27, 30, 36 inch, and 4 ft. widths of stair carpet.

22 in. width . . . 22c each	27 in. width . . . 25c each
30 in. width . . . 28c each	36 in. width . . . 33c each
4 ft. width . . . 44c each	

5. Wall-to-Wall (Tacked Down)

If you want your carpeting **INSTALLED** (tacked down), just measure the width and the length of room including doorways and select the next "Popular Size" that will cover your dimensions. A "Carpet Layer" can cut and fit your carpet in your home for \$1.25 to \$1.50 a square yard.

Write on your Order

"to be Installed Wall-to-Wall, tacked down."

Order Olsonite Padding to go under wall-to-wall tacked-down carpeting for a de-luxe installation.

After Many Years, your Olson Reversible Carpet can be used on the other side, or cut down and the new reverse side used in other rooms.

PRICES FOR ALL OLSON RUGS, CARPETING

in This
Catalog

All Are Same Thickness, Weight, Texture, Quality

ORDER FROM THESE HUNDREDS OF POPULAR OLSON SIZES — OR ANY OTHER SIZES YOU WANT

SIZES MATERIAL (Pounds) PRICE
With Coupon

27x42 inch...	4	2 lbs.	\$ 6.37
30x54 "...	6	3 "	9.46
36x63 "...	8	4 "	13.48

4x4 feet...	6	3 lbs.	\$ 13.55
4x5 "...	8	4 "	16.97
4x6 "...	10	5 "	20.48
4x7 "...	12	6 "	23.63
5x5 feet...	12	6 lbs.	\$ 21.24
5x6 "...	14	7 "	25.56
5x7 "...	16	8 "	29.67
5x8 "...	18	9 "	33.79
5x9 "...	20	10 "	38.29
5x10 "...	22	11 "	42.36
5x11 "...	24	12 "	46.54
5x12 "...	26	13 "	50.92
5x13 "...	28	14 "	55.25
5x14 "...	30	15 "	59.31
5x15 "...	32	16 "	63.52
5x16 "...	34	17 "	67.74

If Longer, Add 1 lb. a Foot and \$4.24

6x6 feet...	16	8 lbs.	\$ 30.48
6x7 "...	18	9 "	35.61
6x8 "...	20	10 "	40.79
6x9 "...	22	11 "	45.87
6x10 "...	24	12 "	50.79
6x11 "...	26	13 "	55.93
6x12 "...	28	14 "	60.98
6x13 "...	30	15 "	65.95
6x14 "...	32	16 "	71.30
6x15 "...	34	17 "	76.39
6x16 "...	36	18 "	81.34
6x17 "...	38	19 "	86.48

If Longer, Add 1 lb. a Foot and \$5.08

7x7 feet...	22	11 lbs.	\$ 41.43
7x8 "...	24	12 "	47.48
7x9 "...	26	13 "	53.42
7x10 "...	28	14 "	59.38
7x11 "...	30	15 "	65.26
7x12 "...	32	16 "	71.29
7x13 "...	36	18 "	77.18
7x14 "...	40	20 "	82.97
7x15 "...	44	22 "	88.95
7x16 "...	48	24 "	94.92
7x17 "...	52	26 "	100.88
7x18 "...	56	28 "	109.82

If Longer, Add 1 lb. a Foot and \$5.94

8x8 feet...	28	14 lbs.	\$ 54.16
8x9 "...	30	15 "	60.96
8x10 "...	32	16 "	67.79
8x11 "...	34	17 "	74.73
8x12 "...	36	18 "	81.49
8x13 "...	40	20 "	88.36
8x14 "...	44	22 "	94.97
8x15 "...	48	24 "	101.85
8x16 "...	52	26 "	108.67
8x17 "...	56	28 "	115.42
8x18 "...	60	30 "	122.27
8x19 "...	64	32 "	128.96
8x20 "...	68	34 "	135.75

If Longer, Add 2 lbs. a Foot and \$6.79

9x9 feet...	32	16 lbs.	\$ 66.48
9x10 "...	36	18 "	73.87
9x11 "...	40	20 "	81.35
9x12 "...	44	22 "	86.74
9x13 "...	48	24 "	95.98
9x14 "...	52	26 "	103.46
9x15 "...	56	28 "	110.79
9x16 "...	60	30 "	118.32
9x17 "...	64	32 "	125.55

SIZES MATERIAL (Pounds) PRICE
With Coupon

9x18 feet...	68	34 lbs.	\$132.96
9x19 "...	72	36 "	140.48
9x20 "...	76	38 "	147.73
9x21 "...	80	40 "	155.31
9x22 "...	84	42 "	162.65
9x23 "...	88	44 "	169.88
9x24 "...	92	46 "	177.46
9x25 "...	96	48 "	184.74

If Longer, Add 2 lbs. a Foot and \$7.39

10x10 feet...	40	20 lbs.	\$ 84.76
10x11 "...	44	22 "	93.39
10x12 "...	48	24 "	101.82
10x13 "...	52	26 "	110.26
10x14 "...	56	28 "	118.85
10x15 "...	60	30 "	127.39
10x16 "...	64	32 "	135.67
10x17 "...	68	34 "	144.38
10x18 "...	72	36 "	152.73
10x19 "...	76	38 "	161.34
10x20 "...	80	40 "	169.78
10x21 "...	84	42 "	178.32
10x22 "...	88	44 "	186.61
10x23 "...	92	46 "	195.26
10x24 "...	96	48 "	203.72
10x25 "...	100	50 "	212.31

If Longer, Add 2 lbs. a Foot and \$8.49

11x11 feet...	50	25 lbs.	\$102.63
11x12 "...	54	27 "	111.94
11x13 "...	58	29 "	121.38
11x14 "...	62	31 "	130.62
11x15 "...	66	33 "	139.88
11x16 "...	70	35 "	149.28
11x17 "...	74	37 "	158.55
11x18 "...	78	39 "	167.88
11x19 "...	82	41 "	177.25
11x20 "...	86	43 "	186.72
11x21 "...	90	45 "	195.87
11x22 "...	94	47 "	205.39
11x23 "...	98	49 "	214.58
11x24 "...	102	51 "	223.93
11x25 "...	106	53 "	233.26
11x26 "...	110	55 "	242.61

If Longer, Add 2 lbs. a Foot and \$9.33

12x12 feet...	58	29 lbs.	\$118.21
12x13 "...	62	31 "	127.98
12x14 "...	66	33 "	137.85
12x15 "...	70	35 "	147.94
12x16 "...	74	37 "	157.75
12x17 "...	78	39 "	167.48
12x18 "...	82	41 "	177.46
12x19 "...	86	43 "	187.27
12x20 "...	90	45 "	196.95
12x21 "...	94	47 "	206.93
12x22 "...	98	49 "	216.86
12x23 "...	102	51 "	226.58
12x24 "...	106	53 "	236.59
12x25 "...	110	55 "	246.33
12x26 "...	114	57 "	256.38
12x27 "...	118	59 "	266.24

If Longer, Add 3 lbs. a Foot and \$9.86

13x13 feet...	66	33 lbs.	\$143.20
13x14 "...	70	35 "	154.39
13x15 "...	74	37 "	165.42
13x16 "...	78	39 "	176.58
13x17 "...	82	41 "	187.47
13x18 "...	86	43 "	198.66
13x19 "...	90	45 "	209.55
13x20 "...	94	47 "	220.58
13x21 "...	98	49 "	231.72

EASY TERMS

If you wish — SEE NEXT PAGE

HALL & STAIR CARPET

In These WIDTHS, ANY LENGTH

WIDTHS Material (Pounds) PRICE
With Coupon —PRICE—
(for Each FOOT in LENGTH)

22 inch...	1 1/2 pounds	\$1.73
27 inch...	2 1/3 "	1.95
30 inch...	3 1/4 "	2.21
36 inch...	1 "	2.58
4 feet...	1 1/4 "	3.37

In-Between Widths Take Price
Of Next Wider Width.

SIZES MATERIAL (Pounds) PRICE
With Coupon

13x22 feet...	100	50 lbs.	\$242.61
13x23 "...	104	52 "	253.74
13x24 "...	108	54 "	264.69
13x25 "...	112	56 "	275.84
13x26 "...	116	58 "	286.79
13x27 "...	120	60 "	297.83

If Longer, Add 3 lbs. a Foot and \$11.03

14x14 feet...	74	37 lbs.	\$166.22
14x15 "...	78	39 "	178.18
14x16 "...	82	41 "	189.99
14x17 "...	86	43 "	201.93
14x18 "...	90	45 "	213.74
14x19 "...	94	47 "	225.63
14x20 "...	98	49 "	237.58
14x21 "...	102	51 "	249.55
14x22 "...	106	53 "	261.42
14x23 "...	110	55 "	273.37
14x24 "...	114	57 "	285.22
14x25 "...	118	59 "	296.92

If Longer, Add 3 lbs. a Foot and \$11.88

15x15 feet...	82	41 lbs.	\$184.65
15x16 "...	86	43 "	196.98
15x17 "...	90	45 "	209.53
15x18 "...	94	47 "	221.84
15x19 "...	98	49 "	233.97
15x20 "...	102	51 "	246.48
15x21 "...	106	53 "	258.67
15x22 "...	110	55 "	270.98
15x23 "...	114	57 "	283.42
15x24 "...	118	59 "	295.76

If Longer, Add 3 lbs. a Foot and \$12.50

16x16 feet...	90	45 lbs.	\$216.95
16x17 "...	96	48 "	230.86
16x18 "...	102	51 "	244.37
16x19 "...	108	54 "	257.86
16x20 "...	114	57 "	271.42

If Longer, Add 3 lbs. a Foot and \$13.57

17x17 feet...	102	51 lbs.	\$245.19
17x19 "...	114	57 "	273.96
17x21 "...	126	63 "	302.87
17x23 "...	138	69 "	331.71

If Longer, Add 3 lbs. a Foot and \$14.43

18x18 feet...	122	61 lbs.	\$274.89
18x20 "...	134	67 "	305.53
18x22 "...	146	73 "	335.88
18x24 "...	168	84 "	366.47

If Longer, Add 4 lbs. a Foot and \$15.28

PADDING Makes All Rugs Feel More Luxurious. Thick OLSON PADDING is only 99 cents a Square Yard (11c a Square Foot)

EASY TERMS

The Table Below is Arranged to Show:—

- ★ **BALANCE AFTER** you deduct the amount you send with order.
- ★ **CREDIT CHARGE.**
- ★ **MONTHLY PAYMENTS**—starting 1 month after rugs are shipped.
- ★ **MONTHS TO PAY**



You May Send a Larger Down Payment if you wish (thereby reducing the Credit Charge).

You May Also Make Larger Monthly Payments in Fewer Months. When you order, just tell us how much more you wish to send each month and the charge for credit will be reduced accordingly.

It's Easy to Order on Olson Easy Terms and pay for your rugs and carpeting as you and your family enjoy them. Fill in the Application for Easy Terms on the back of the Order Blank attached to your catalog.

Cash Orders. If you prefer to pay in full, please do so with complete confidence. The 88 year Olson Guarantee of Complete Satisfaction or Your Money Back covers every purchase.

ORDERS of \$40 to \$200

\$5 DOWN ^{8 To}
or More if You Wish **16 MONTHS**
To Pay

Balance AFTER DOWN Payment	Our Monthly Charge for Credit is Only:	TOTAL You Pay Monthly Includes Credit Charge	Months to Pay
\$35.00 to \$40.00	50 cents each month	\$5.00	8 to 9
40.01 to 45.00	50 cents each month	5.00	9 to 10
45.01 to 50.00	50 cents each month	5.00	10 to 11
50.01 to 55.00	55 cents each month	6.00	10 to 11
55.01 to 60.00	55 cents each month	6.00	11
60.01 to 65.00	65 cents each month	7.00	10 to 11
65.01 to 70.00	65 cents each month	7.00	11
70.01 to 75.00	75 cents each month	8.00	10 to 11
75.01 to 80.00	75 cents each month	8.00	11
80.01 to 85.00	75 cents each month	8.00	12
85.01 to 90.00	81 cents each month	9.00	11
90.01 to 95.00	81 cents each month	9.00	12
95.01 to 100.00	84 cents each month	9.00	12 to 13
100.01 to 110.00	92 cents each month	10.00	12 to 13
110.01 to 120.00	93 cents each month	10.00	13
120.01 to 130.00	93 cents each month	10.00	14 to 15
130.01 to 140.00	\$1.00 each month	11.00	14
140.01 to 150.00	\$1.00 each month	11.00	15
150.01 to 160.00	\$1.15 each month	12.00	14 to 15
160.01 to 170.00	\$1.20 each month	12.00	15 to 16
170.01 to 180.00	\$1.27 each month	13.00	15 to 16
180.01 to 190.00	\$1.34 each month	14.00	15
190.01 to 200.00	\$1.40 each month	14.00	15 to 16

ORDERS OVER \$200

\$10 DOWN ^{With a Full}
or More if You Wish **24 MONTHS**
To Pay

BALANCE AFTER DOWN Payment	Our Monthly Charge for 24 MONTHS Credit is Only:	TOTAL You Pay Monthly Includes Credit Charge
\$200.01 to \$210.00	\$1.40 each month	\$10.00
210.01 to 220.00	\$1.46 each month	10.50
220.01 to 230.00	\$1.54 each month	11.00
230.01 to 240.00	\$1.60 each month	11.50
240.01 to 250.00	\$1.67 each month	12.00
250.01 to 260.00	\$1.73 each month	12.50
260.01 to 270.00	\$1.79 each month	13.00
270.01 to 280.00	\$1.88 each month	13.50
280.01 to 290.00	\$1.94 each month	14.00
290.01 to 300.00	\$2.00 each month	14.50
300.01 to 310.00	\$2.06 each month	15.00
310.01 to 320.00	\$2.12 each month	15.50
320.01 to 330.00	\$2.20 each month	16.00
330.01 to 340.00	\$2.28 each month	16.50
340.01 to 350.00	\$2.33 each month	17.00
350.01 to 360.00	\$2.40 each month	17.50
360.01 to 370.00	\$2.46 each month	18.00
370.01 to 380.00	\$2.54 each month	18.50
380.01 to 390.00	\$2.60 each month	19.00

Write for Easy Terms for Orders over \$400

NATION'S LEADING MAGAZINES

Stand Back of the Olson Guarantee

You Do Not Risk One Penny

We print here only a few of the many national Magazines in which we advertise Olson Rugs



RIGHT: House & Garden's Seal awarded Olson Rugs for style, quality and value.



McCALL'S

"McCall's will not knowingly insert advertisements from other than reliable firms."

"BETTER HOMES AND GARDENS

... guarantees money back or satisfactory adjustment if you buy any article of merchandise that is not as advertised therein."

"PARENT'S MAGAZINE . . .

... conscientiously endeavors, through its Consumer Service Bureau, to apply high standards in passing on products to be advertised therein, and to open its pages only to useful products made by responsible manufacturers . . ."

"SUCCESSFUL FARMING

... guarantees money back or satisfactory adjustment if you buy any article of merchandise that is not as advertised therein."

FARM JOURNAL

FAIR PLAY: We believe that all the advertisements in this magazine are trustworthy."

LADIES HOME JOURNAL

"... don't overlook the possibility of reused materials in rugs and carpets. Color is the glamorous touch, and customers can turn in worn rugs, clothing to be reclaimed, and ... obtain reversible broadloom rugs ... in practically any shade."

USE-TESTED®

by/McCall's

IN McCALL'S TEST ROOMS we test new appliances and furnishings for the qualities and features you will find important when you use them in your own home. That's why, after we have tested a product and like it, we believe you will like it too.

OLSON *Reversible* RUGS and CARPETS

*Customers' Merged materials go toward
fine new rugs or carpets.*

We found the re-used fibers from old materials do not in any way "show" or detract from the new appearance and excellent wearability of these rugs. This economy of blending used materials with new rug wool is a wise one. We liked the wide range of clear bright colors, the excellent choice of sizes and widths.

We gave these rugs the equivalent of many years of rough, tough wear. We exposed them to strong sunlight and to thorough microscopic examination. We subjected them to heavy traffic and regular vacuuming. Our conclusion: really serviceable family rugs that stay good looking.

To turn the rug over and find a new face is particularly appealing and adds to the useful life of the rug.

FEATURES WE ESPECIALLY LIKE:

TWO-IN-ONE CONSTRUCTION — completely reversible, when one side is worn just turn the rug over.

LONG WEARING — a truly serviceable, family-type rug.

ECONOMICAL — discarded materials pay off.

EXCELLENT COLORFASTNESS — completely resistant to sun-fading.

WOVEN IN 19 WIDTHS — no wasted yardage regardless of room size.

WIDE RANGE OF COLORS AND STYLES — choose from solids, tweeds, patterns.

"we used it and we like it!"

NO MATTER WHERE YOU LIVE

We Guarantee to Save You Money on Your Carpets and Rugs

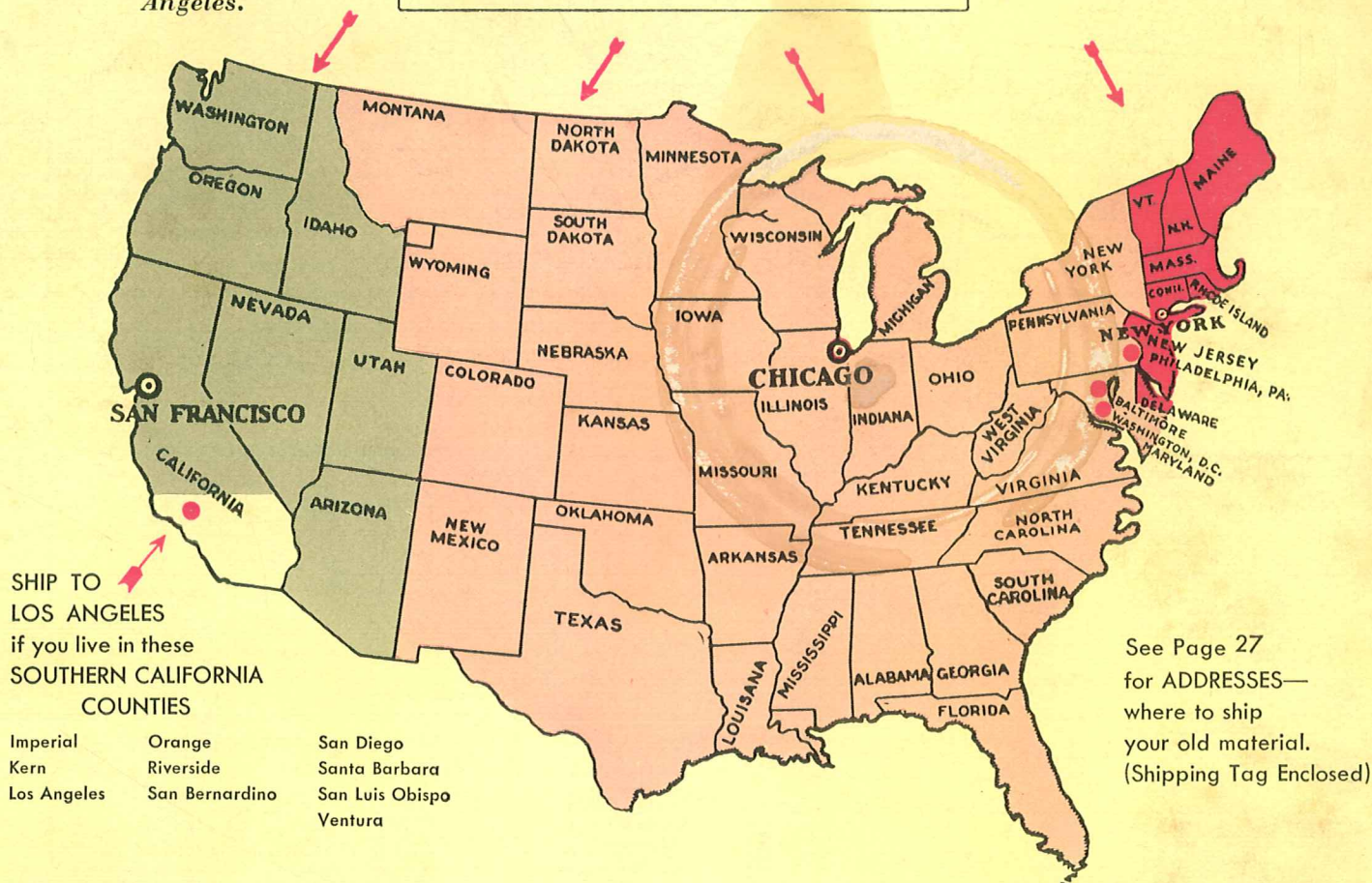
SHIP TO SAN FRANCISCO

if you live in Grey shaded states. If you live in Southern California, ship to Los Angeles.

SHIP to CHICAGO, if you live in any state shown in pink. Your material will reach us in 2 to 5 days.

SHIP TO NEW YORK

if you live in states shown in Red, or in Philadelphia, Baltimore or Washington, D. C.



Every Day We Get Letters Like These From Customers



"... I am more than a satisfied customer; this rug for my living room is far beyond my expectations. For over 25 years we have been using Olson rugs, large and small. This is the third large one, and the prettiest of all. There is no doubt about it, your rugs have attained over the years a continual high standard of quality and design and I continue to recommend them to my friends."
Mrs. W. I. S., Durham, N.C.

"... Olson Rugs are wonderful from every standpoint. I have used them for years and have 'sold' their advantages to many, many of my friends and relatives."
Mrs. C. C. H., Elizabethton, Tenn.

"... I'm so happy I bought an Olson Rug. I'm a piano teacher and have many, many pupils and parents at lessons, recitals, musicals, and my Olson Rug can certainly take it. I'm telling everyone about it. We're adding a library and record room and I'll have Olson Carpet here too."
Mrs. C. J. B., Miami, Florida



"... We had over 100 people at our 'open house' and you should have heard all the nice compliments we received on our beautiful color scheme and good taste. An older lady said, 'Do you mean to say those are Olson Rugs?' She said, 'My they are so beautiful. I can't believe it.'"
Mrs. F. T., Cleghorn, Iowa

"... I want you to know that I appreciate those beautiful rugs. They are soft and luxurious. And the color is just right. My friends were delighted to see the beauty of them."
Mrs. M. E., Dubuque, Iowa

"... We were so pleased today when we put our new Olson Rugs on the floor. They are beautiful and very reasonably priced."
Mrs. E. M., Dayton, Ohio

"... Thank you for your promptness in filling my order. I am much pleased with my rugs especially the color and I'm happy the rugs do not show foot marks."
Mrs. P. M., Jonesboro, Tenn.



"... My rug is beautiful and admired by all of my friends. It is the fourth one I have received from you and they are 'tops' with me."
Mrs. F. M., Kansas City, Mo.

"... We have been using Olson Rugs for many years and each shipment, especially the last two shipments, adds more beauty to our home. We believe that Olson Rugs are the best for the money, that can be found ... anywhere."
Mr. and Mrs. E. C. E., Gadsden, Alabama

OLSON RUG CO. Chicago 41 New York 1 San Francisco 8